In the Specification:

Please replace the Title of the application with the following title:

METHOD FOR PROMOTING SELLING OF SELLER ITEMS ON AN ONLINE AUCTION SITE

Please add the following two <u>new</u> paragraphs after the paragraph ending on page 4, line 27:

Yet another method in accordance with the present invention is a method of presenting to a user on an auction site one or more auction items related to a linking auction item, where the method includes the steps of (i) embedding a pointer in an item description of a linking auction item available by a seller, where the item description when accessed at the auction site causes an access to a facilitating server by means of the embedded pointer, and the linking auction item and the one or more related auction items are items available by the same seller, said auction item being an item available on an auction site, (ii) upon accessing the item description having the embedded pointer, obtaining at the facilitating server a list of item descriptions and item numbers that represent the currently active auction items of the same seller, and (iii) presenting to the user the list of the seller's currently active auction items.

Yet another method in accordance with the present invention includes the steps of (i) encoding search information for one or more related auction items available by a seller, (ii) embedding the encoded search information into a pointer to a facilitating server, where the linking auction item and the one or more related auction items are items available by the same seller, said auction item being an item available on an auction site, (iii) embedding said pointer in an item description of the linking auction item, (iv) upon selection of the linking auction item at the auction site by a user, receiving the encoded search information embedded in the pointer to the facilitating server, (v) automatically decoding the encoded search information embedded in said pointer into a keyword, and (vi) invoking a search engine of the auction site with the keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

Please replace the Abstract on page 22 with the following amended Abstract:

A method of promoting for bid or sale of auction items of a seller on an auction site. In

an item description of an item available from a seller on the auction site, a pointer is embedded. The pointer points to a related item offered for bid or sale on the auction site. When the user accesses the item description, the auction site causes an access to a facilitating server using the pointer. This, in turn, causes the facilitating server to produce a list of related items available by the same seller on the auction site. The list is presented to the user so that the user can bid on or purchase the related items. In this way, a specific seller's items can be promoted to bidders or purchasers using the auction site.